



Funding Tip: Accessing Public Prevention Health Fund: Community Transformation Grant Funds May 2011

The US Department of Health and Human Services announced the availability of funding through the Community Transformation grant program on May 13, 2011. Created by the passage of the Affordable Care Act, this funding opportunity aims to create healthier communities by building capacity to implement broad evidence and practice-based policy, and supporting implementation of interventions for adults and children that demonstrate changes in a range of health indicators, including weight, nutrition, physical activity, tobacco use, and emotional well being and overall mental health, as well as other program-specific measures.

This funding tip is intended to provide information to youth program leaders that are considering seeking Community Transformation grant dollars. Timing is tight, and so youth program leaders will want to plan strategically to capitalize on relevant partnerships in their communities. The Federal Centers for Disease Control and Prevention (CDC) plans to award 75 grants to eligible state and local government agencies, tribes and territories, and state or local non-profit organizations. The application is due July 15, 2011. For those intending to apply, a letter of interest is due on June 6, 2011

Funding Considerations

When considering a new funding opportunity, it is important that program leaders determine whether a specific funding source is worth pursuing. Consider the following questions to assess if a specific funding source meets the program's goals and resource needs.

- 1. Does this funding source support the goals and priorities of the organization?** What types of investments can the funding source support? Does it align with the organization's priorities and needs?
- 2. How can these funds be accessed?** What types of programs or organizations can apply for funds? Can youth programs apply directly for the funds?
- 3. Should I apply?** How many grants are given out each year? What is the average grant size? What are the reporting requirements? Is it worth the time and effort to apply?

1. Does this funding source support the goals and priorities of the organization or the program?

Grantees will receive funding through cooperative agreements to develop and build capacity and/or to implement interventions. Recipients will be required to implement policy, environmental, programmatic, and infrastructure changes aligned with the five "strategic directions" that support the [Healthy People 2020](#) and the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) goals; many of which are already being addressed in whole or in part by health-focused youth programs. The five strategic directions are:

- 1) Tobacco Free Living;
- 2) Active Living and Healthy Eating;
- 3) High Impact Quality Clinical and Other Preventive Services;
- 4) Social and Emotional Wellness; and
- 5) Healthy and Safe Physical Environment.

The CDC grant instructions indicate that among these priorities, capacity building and implementation programs ***should focus on tobacco-free living, active living and healthy eating***, and evidence-based quality clinical and other preventive services, specifically prevention and control of high blood pressure. The instructions also state that the emphasis of this program should be on policy and environmental changes. The following examples illustrate the types of strategies that could be funding in this program:

- Policy: Educate the public and stakeholders about evidence- and practice-based policy interventions to improve population health and foster healthy behaviors.
- Environment: Create social and physical environments that support healthy living and ensure that healthy choices are the easy choice.
- Programmatic Change: Increase access to prevention programs to support healthy choices and contribute to wellness, ensuring integration of their use in a variety of community and clinical settings (e.g., schools, community recreation centers, Federally Qualified Health Centers and workplaces).
- Infrastructure Change: Establish systems, procedures and protocols within communities, institutions and networks that support healthy behaviors including improving the linkages between public health and health care systems. ¹

2. How can these funds be accessed?

This is a source of funding that would be relevant to some, but not all, youth-serving organizations. Youth-serving community-based organizations with robust health promotion programs may be eligible to apply for funding directly as a state or local non-profit, or a network of community-based organizations. Schools and organizations implementing health-focused prevention programs, such as LifeSkills Training, will need to partner with a non profit or another eligible entity with experience in operating preventative health initiatives. Given that **a letter of interest is due June 6, 2011** many organizations have already begun planning for the release of these funds, and some may have already established partnerships. Thus, for interested youth programs that are not directly eligible to apply (see below), it will be necessary to build on already established key relationships with relevant partners in order to be competitive.

Eligible and potential partner entities include:

- A local governmental agency (including city, county and district health departments)
- A state governmental agency. (Includes the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, the Virgin Islands, the Commonwealth of the Northern Marianna Islands, American Samoa, Guam, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau)
- State nonprofit organizations
- Local nonprofit organizations
- Federally recognized American Indian Tribes and Alaska Native Villages

¹ Public Prevention Health Fund: Community Transformation Grant application instructions, 2011.

- Tribal organizations, which include Intertribal Councils and American Indian Health Boards
- Urban Indian Health Programs, tribal and intertribal consortia

3. Should I apply?

Eligible entities, including youth-serving programs, are encouraged to coordinate with multiple sectors in their strategic area as appropriate, such as education and health care delivery. The application states that collaboration with multiple other private and non-governmental groups and organizations will strengthen and enhance the impact of programs funded under this cooperative agreement. Youth program providers can query current partners or other eligible organizations in their communities to determine if they plan to apply for a Community Transformation Grant.

Grant recipients must ensure that planning and implementation activities reach the entire population and specific population subgroups with documented health disparities within the geographic area. Youth programs can inform potential partners of their prevention efforts, providing data on results related to the key health indicators the CDC is interested in impacting. Outreach to local and/or state health departments or other community groups is an important step to connecting with the most likely applications.

The specific amount of funding per community will be determined by proposed activities, population size, burden of disease, ability to reduce health disparities, quality of application, and likelihood of success. Capacity building grants are slated to range from \$50,000 to \$500,000 while Implementation grants will vary by eligible entity. The funding ranges for implementation awards are as follows:

- States, local governments, nonprofit organizations: \$500,000–\$10,000,000
- Territories: \$100,000–\$150,000
- Tribal and Consortia: \$100,000–\$500,000

For More Information:

The full application and instructions can be accessed at:

<http://apply07.grants.gov/apply/UpdateOffer?id=53810>

A press release announcing funds availability can be accessed at:

<http://www.hhs.gov/news/press/2011pres/05/20110513b.html>

Frequently asked application questions can be accessed at:

<http://www.cdc.gov/communitytransformation>.

Additional inquires may be sent to the following email address: ctg@cdc.gov.

Other Resources

The Finance Project has an extensive body of information and resources to help leaders finance and sustain effective *programs* that support the positive development of youth, and develop *systems* that provide an infrastructure to help coordinate and guide investments in youth. Visit The Finance Project's [Youth Programs Resource Center](#) for tools and resources on financing and sustaining youth programs and the [Find Federal Funding](#) database, an online catalogue of more than 400 federal programs.